

PROGRAMMER: AIM FOR 800 COMPLETES, WITH QUOTA OF 200 COMPLETES PER SEGMENT

Intro - Introduction

Market Connections is conducting research on behalf of the U.S. Department of Education's office of Federal Student Aid (FSA). FSA would like your input and feedback on information and communications related to financial aid for college or career school. This survey is voluntary and should take only about 12 minutes to complete. Your responses will remain anonymous and will be reported only in summary form. Thank you in advance for your time. Your input is very important. Click the "Next" button below to begin the survey.

Screener1\_Received Student Loans

S1. Which of the following **best** describes your circumstances?

- Parent or Guardian** of someone planning to enroll in a college, university, or career school in the next year as a first-year student [CLASSIFY AS PARENT. GO TO S2.]
- High School Senior:** Currently enrolled in high school as a senior, and planning to enroll in a college, university, or career school in the next year as a first-year student [CLASSIFY AS HIGH SCHOOL SENIOR. GO TO S3.]
- Potential Adult College Student:** In the next year, seriously considering enrolling part-time or full-time as an undergraduate at a four-year college or university, or at another type of postsecondary institution such as two-year college or junior college or trade school – and not currently a senior in high school [CLASSIFY AS POTENTIAL ADULT COLLEGE STUDENT. GO TO S2.]
- Borrower in Repayment:** Have received and are currently repaying federal student loans [CLASSIFY AS BORROWER IN REPAYMENT. GO TO S2]
- Other (please specify): \_\_\_\_\_ [THANK & TERMINATE]

STOP

**Screened** – Termination Screener Thank You

*Thank you for your willingness to participate in this survey. We have met our quota for respondents in your category and do not need any additional information.*

Screener2\_Financial Decisions

S2. Are you primarily or jointly responsible for making the financial decisions in your household?

- Yes (1)
- No (2) [THANK AND TERMINATE]

STOP

**Screened** –Making Financial Decisions in Household Screener Thank You

*Thank you for your willingness to participate in this evaluation. We have met our quota for respondents in your category and do not need any additional information.*

Screener3\_Interest in Financial Aid/Loan Information

S3. To what extent are you interested in getting information on financial aid for college or career school and/or information on the repayment of student loans? Are you...

- Very interested (1)
- Somewhat interested (2)
- Not very interested (3) [THANK AND TERMINATE]

- Not at all interested (4) **[THANK AND TERMINATE]**

STOP

**Screened** – Interest in Financial Aid Repayment Screener Thank You

*Thank you for your willingness to participate in this evaluation. We have met our quota for respondents in your category and do not need any additional information.*

**ASK S4 ONLY FOR POTENTIAL ADULT COLLEGE STUDENTS. ALL OTHERS MAY SKIP TO MAIN SURVEY.**

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**Screening4. Previously Applied For Or Received Financial Aid**

S4. Within the past five years, had you ever applied for or received any financial aid, such as student loans, to help finance your college education?

- Yes (1) **[THANK AND TERMINATE]**  
 No (2)

STOP

**Screened** – Previously Applied For Or Received Financial Aid Screener Thank You

*Thank you for your willingness to participate in this evaluation. We have met our quota for respondents in your category and do not need any additional information.*

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**Ways to Receive Federal Student Aid/Loan Information**

1. Have you ever searched for information about how to pay for college or career school, whether for yourself or for others? (For example, you may have searched for information about student loans or about federal student aid in general.)

- Yes (1) **[GO TO Q2]**  
 No (2) **[GO SPECIFICALLY TO INTRO LANGUAGE IMMEDIATELY PRECEDING Q4]**  
 Unsure (3) **[GO SPECIFICALLY TO INTRO LANGUAGE IMMEDIATELY PRECEDING Q4]**

2. What are some of the ways you have looked for information about paying for college or career school, about federal student aid, and/or about student loans? (Select all that apply)

**[ROTATE]**

- Internet search engine (e.g., Google) (1)  
 Website (2)  
 Social media (e.g., Facebook, Twitter, YouTube) (3)  
 Video (4)  
 Infographic (e.g., a visual image such as a chart or diagram used to represent information or data) (5)  
 Face-to-face meeting with college advisors or high school counselors (6)  
 Workshop or information session held by school/college (7)  
 Booklet/brochure (8)  
 Other (please specify): \_\_\_\_\_ (97)

**[SKIP IF ONLY ONE ITEM MENTIONED AT Q2]**

3. Which of these formats are you most likely to pay attention to? (Select up to three)

**[PROGRAMMER: PIPE IN RESPONSES FROM Q2.]**



**Publication Evaluation**

You will now be asked to rate the cover page and a sample of the contents for four different print publications that FSA is using to help share information with current or potential federal student aid recipients or their families.

**[PROGRAMMER: EACH SEGMENT WILL SEE THE SAME FOUR PUBLICATIONS (SPECIFICALLY, THE COVER PAGE AND ONE OR TWO SAMPLE PAGES OF TEXT WITHIN A SINGLE SCREEN SHOT FOR EACH PUBLICATION). THE FOUR PUBLICATIONS WILL BE ORGANIZED IN PAIRS. PAIR ONE INCLUDES “DO YOU NEED MONEY FOR COLLEGE” (1A) AND “FUNDING YOUR EDUCATION” (1B). PAIR 2 INCLUDES “DIRECT LOAN BASICS FOR STUDENTS” (2A) AND “FEDERAL STUDENT LOANS: BE A RESPONSIBLE BORROWER” (2B).]**

**[PROGRAMMER: ROTATE THE PAIRS, AND ROTATE THE PUBLICATIONS WITHIN EACH PAIR.]**

**PROGRAMMER: Questions 4-7 pertain to this publication only**

4. Please briefly review the print publication, *Do You Need Money for College* cover page and sample text, and then answer the questions that follow. Note: for this item, you are seeing the full publication, which consists of two pages.



	1 – Strongly disagree	2 – Somewhat disagree	3- Neither agree nor disagree	4 – Somewhat agree	5 – Strongly agree
Overall, the publication is very appealing to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The <b>amount of content</b> is easy to absorb	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The <b>content</b> is informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The <b>tone</b> is helpful/reassuring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The <b>design</b> is visually appealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would <b>recommend</b> this publication to others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would <b>take action or seek additional information</b> based on this publication	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Does the publication make you feel that the topic of federal student aid for college or career school is simpler than you thought, or more difficult than you thought, or does the publication have no impact on your perception of federal student aid eligibility, application procedures, and programs?

- Simpler (1)
- More difficult (2)
- Has no impact (3)

6. Is there anything about this publication that would cause you to stop reading it?

- Yes (1) [ASK Q7]
- No (2) [SKIP TO NEXT PUBLICATION]

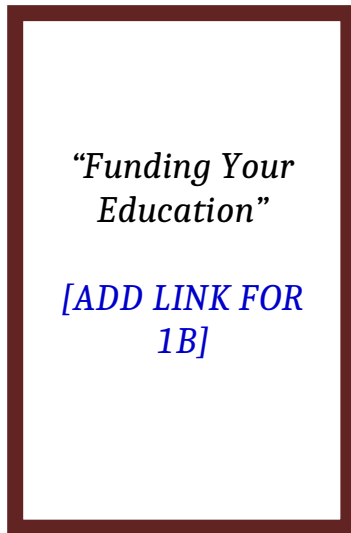
7. What exactly would cause you to stop reading it? (Select all that apply)

**[ROTATE]**

- The publication is too long, based on what I have reviewed (1)
- The publication is too short, based on what I have reviewed (2)
- The publication contains too much text/information to absorb (3)
- The publication is not organized in a logical manner (4)
- Complicated design (5)
- Dislike the colors (6)
- Dislike the images (7)
- Contains complicated/unfamiliar terminology/jargon (8)
- Regardless of its length or details, the publication does not address my questions/needs (9)
- A hard copy publication is not as convenient to act on compared to online information (10)
- Too much “fine print” (11)
- Other (please specify): \_\_\_\_\_ (97)

**PROGRAMMER: Questions 8-11 pertain to this specific publication only**

8. Please briefly review the print publication, *Funding Your Education* cover page and sample text, and then answer the questions that follow. **Note: for this item, the full publication contains six pages including the cover.**



	1 – Strongly disagree	2 – Somewhat disagree	3- Neither agree nor disagree	4 – Somewhat agree	5 – Strongly agree
Overall, the publication is very appealing to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The <b>amount of content</b> is easy to absorb	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The <b>content</b> is informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The <b>tone</b> is helpful/reassuring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The <b>design</b> is visually appealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would <b>recommend</b> this publication to others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would <b>take action or seek additional information</b> based on this publication	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Does this publication make you feel the information on federal student aid eligibility, application procedures, and programs makes this topic simpler than you thought, or more difficult than you thought, or does the publication have no impact on your perception of federal student aid eligibility, application procedures, and programs?

- Simpler (1)
- More difficult (2)
- Has no impact (3)

10. Is there anything about this publication that would cause you to stop reading it?

- Yes (1) [ASK Q11]
- No (2) [SKIP TO NEXT PUBLICATION – OR TO Q12 IF THIS IS THE SECOND PUBLICATION FOR PAIR 1]

11. What exactly would cause you to stop reading it? (Select all that apply)

[ROTATE]

- The publication is too long, based on what I have reviewed (1)
- The publication is too short, based on what I have reviewed (2)
- The publication contains too much text/information to absorb (3)
- The publication is not organized in a logical manner (4)
- Complicated design (5)
- Dislike the colors (6)
- Dislike the images (7)
- Contains complicated/unfamiliar terminology/jargon (8)
- Regardless of its length or details, the publication does not address my questions/needs (9)
- A hard copy publication is not as convenient to act on compared to online information (10)
- Too much “fine print” (11)
- Other (please specify): \_\_\_\_\_ (97)

[ASK Q12-13 AFTER BOTH PUBLICATIONS FOR PAIR 1 HAVE BEEN EVALUATED]

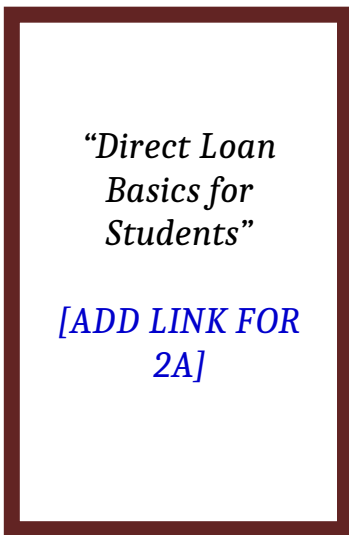
12. Of the two publications, *Do You Need Money for College?* and *Funding Your Education*, which do you prefer?

- I prefer “Do You Need Money for College?”
- I prefer “Funding Your Education”
- I like both equally
- I don’t like either publication

13. What makes you say that? [OPEN END]

**PROGRAMMER: Questions 14-17 pertain to this specific publication only**

14. Please briefly review the print publication, *Direct Loan Basics for Students* cover page and sample text, and then answer the questions that follow. **Note: for this item, the full publication contains eight pages including the cover.**



	1 – Strongly disagree	2 – Somewhat disagree	3- Neither agree nor disagree	4 – Somewhat agree	5 – Strongly agree
Overall, the publication is very appealing to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The <b>amount of content</b> is easy to absorb	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The <b>content</b> is informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The <b>tone</b> is helpful/reassuring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The <b>design</b> is visually appealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would <b>recommend</b> this publication to others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would <b>take action or seek additional information</b> based on this publication	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Does the publication make the topic of Direct Loans clearer, or more difficult, than you thought, or does the publication have no impact on your perception of Direct Loan programs, eligibility, and borrowing?

- Clearer (1)
- More difficult (2)
- Has no impact (3)

16. Is there anything about this publication that would cause you to stop reading it?

- Yes (1) [ASK Q17]
- No (2) [SKIP TO NEXT PUBLICATION]

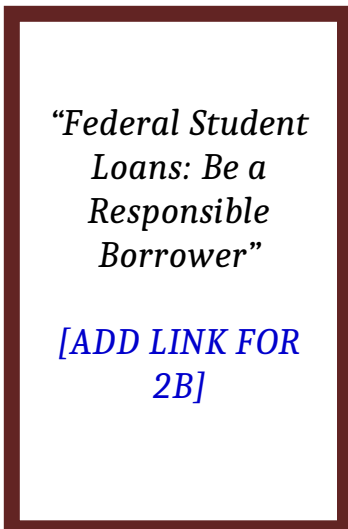
17. What exactly would cause you to stop reading it? (Select all that apply)

**[ROTATE]**

- The publication is too long, based on what I have reviewed (1)
- The publication is too short, based on what I have reviewed (2)
- The publication contains too much text/information to absorb (3)
- The publication is not organized in a logical manner (4)
- Complicated design (5)
- Dislike the colors (6)
- Dislike the images (7)
- Contains complicated/unfamiliar terminology/jargon (8)
- Regardless of its length or details, the publication does not address my questions/needs (9)
- A hard copy publication is not as convenient to act on compared to online information (10)
- Too much “fine print” (11)
- Other (please specify): \_\_\_\_\_ (97)

**PROGRAMMER: Questions 18-21 pertain to this specific publication only**

18. Please briefly review the print publication, *Federal Student Loans: Be a Responsible Borrower* cover page and sample text, and then answer the questions that follow. **Note: for this item, the full publication contains 12 pages including the cover.**



	1 – Strongly disagree	2 – Somewhat disagree	3- Neither agree nor disagree	4 – Somewhat agree	5 – Strongly agree
Overall, the publication is very appealing to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The <b>amount of content</b> is easy to absorb	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The <b>content</b> is informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The <b>tone</b> is helpful/reassuring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The <b>design</b> is visually appealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would <b>recommend</b> this publication to others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would <b>take action or seek additional information</b> based on this publication	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. Does this publication make you feel the information on federal student loan terms and conditions, and budget considerations, makes this topic simpler than you thought, or more difficult than you thought, or does the publication have no impact on your perception of federal student loan terms and conditions, and budget considerations?

- Simpler (1)
- More difficult (2)
- Has no impact (3)

20. Is there anything about this publication that would cause you to stop reading it?

- Yes (1) **[ASK Q21]**
- No (2) **[SKIP TO NEXT PUBLICATION – OR TO Q22 IF THIS IS THE SECOND PUBLICATION FOR PAIR 2]**

21. What exactly would cause you to stop reading it? (Select all that apply)

**[ROTATE]**

- The publication is too long, based on what I have reviewed (1)
- The publication is too short, based on what I have reviewed (2)
- The publication contains too much text/information to absorb (3)
- The publication is not organized in a logical manner (4)
- Complicated design (5)
- Dislike the colors (6)
- Dislike the images (7)
- Contains complicated/unfamiliar terminology/jargon (8)
- Regardless of its length or details, the publication does not address my questions/needs (9)
- A hard copy publication is not as convenient to act on compared to online information (10)
- Too much “fine print” (11)
- Other (please specify): \_\_\_\_\_ (97)

**[ASK Q22-23 AFTER BOTH PUBLICATIONS FOR PAIR 2 HAVE BEEN EVALUATED]**

22. Of the two publications, *Direct Loan Basics for Students* and *Federal Student Loans: Be a Responsible Borrower*, which do you prefer?

- I prefer *Direct Loan Basics for Students*
- I prefer *Federal Student Loans: Be a Responsible Borrower*
- I like both equally
- I don't like either publication
- Subject matter differs too much to compare the two **[SKIP TO Q24]**

23. What makes you say that? **[OPEN END]**



**Demographics and Classifications**

*The last few questions are for classification purposes only. These questions are not required. This information will be used for research purposes only and reported anonymously.*

24. What is your gender? **[NOT REQUIRED]**

- Male
- Female

25. Which of the following categories best describes your age? **[NOT REQUIRED]**

**[DROP DOWN LIST]**

- Under 16
- 16
- 17
- 18
- 19
- 20
- 21
- 22-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or older

26. What category best describes the area in which you live? **[NOT REQUIRED]**

- Urban
- Suburban
- Rural

27. What is the highest level of education you have attained? **[NOT REQUIRED]**

- Some high school
- High school diploma
- Some college
- Some trade school
- Trade/professional school or proprietary school diploma/certificate
- Associate degree (2-year)
- Bachelor's degree (4-year)
- Master's degree
- PhD or postdoctoral degree
- None of these

28. Are you currently enrolled/attending...? **[NOT REQUIRED]**

- 2-year college/community college
- 4-year college/university
- Graduate school
- Trade/professional school
- Other (please specify): \_\_\_\_\_
- Not currently enrolled

29. Which of the following categories best describes your annual household income before taxes? **[NOT REQUIRED]**

- Under \$20,000
- \$20,000 to \$39,999
- \$40,000 to \$59,999
- \$60,000 to \$79,999
- \$80,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 and over
- Don't know

30. Which of the following describes your ethnicity? **[NOT REQUIRED]**

- Hispanic or Latino
- Not Hispanic or Latino

31. Which of the following describes your race? **[NOT REQUIRED]**

*Select all that apply*

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White

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32. What state do you live in?

**[DROPDOWN MENU] [NOT REQUIRED]**

**Complete** – Thank you

*Thank you for your participation! FSA values your input. Please click the button below to submit your responses.*

STOP

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless such collection displays a valid OMB control number. The valid OMB control number for this information collection is 1845-0045. Public reporting burden for this collection of information is estimated to average 12 minutes per response, including time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The obligation to respond to this collection is voluntary. If you have comments or concerns regarding the status of your individual submission of this survey, please contact Federal Student Aid/Customer Experience Office/Customer Analytics Group at 830 First Street, NE Washington, DC 20202 or customersurveys@ed.gov directly. [Note: Please do not return the completed survey to this address.]

**[REDIRECT TO <http://studentaid.ed.gov/home>]**